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**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

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**PATENT**

In re application of: Neal et al.

Attorney Docket No.: DEM1P006

Application No.: 09/849,783

Examiner: Boswell, Beth V.

Filed: May 5, 2001

Group: 3623

Title: SYSTEM FOR CREATING OPTIMIZED  
PROMOTION EVENT CALENDAR

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Confirmation No.: 9893

**FILED VIA EFS**

**AMENDMENT A**

Mail Stop Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**July 31, 2008**

Dear Sir:

In response to the Office Action mailed February 1, 2008, please amend the application as follows:

**Amendments to the Claims** begin on page 2 of this paper.

**Remarks/Arguments** begin on page 11 of this paper.